



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Re Application of : George Gerba, et al.  
Serial No. : 09/929,506 Examiner : Peter C. Wilder  
Filed : August 14, 2001 Group Art Unit: 2623  
Title : SYSTEM AND METHOD FOR DISPLAYING  
ADVERTISING IN AN INTERACTIVE PROGRAM  
GUIDE

Mail Stop Amendment  
Commissioner for Patents  
PO Box 1450  
Alexandria VA 22313-1450

RESPONSE TO FINAL OFFICE ACTION

Sir:

In response to the Office Action dated October 4, 2006, please reconsider the  
above identified application in light of the following:

**Amendments to the Claims** begin on page 2 of this paper; and

**Remarks** begin on page 7 of this paper.